

Our Ref.: ( 47 ) PSMB/1 /14 /13 Kulit 2

Date: 20<sup>th</sup> December 2017

## **TRAINING PROVIDERS' CIRCULAR NO. 1/2018**

### **USAGE OF PSMB'S LOGO AND MARKETING PHRASES**

#### **1. PURPOSE**

- 1.1 The purpose of this Circular is to inform Training Providers that intend to use the PSMB logo for promotion purposes on the Terms and Conditions of usage involved.

#### **2. BACKGROUND**

- 2.1 Pembangunan Sumber Manusia Berhad (PSMB) has registered its official logo as a Trademark. The official PSMB logo is protected by the Trade Marks Act 1976 and Trade Marks Regulations 1997.
- 2.2 PSMB allows registered Training Providers to use the PSMB logo for the purpose of marketing and promotion, subject to the Terms and Conditions as detailed in this circular.

#### **3. TERMS AND CONDITIONS**

- 3.1 Only Training Providers who have a valid registration with PSMB are allowed to use the PSMB logo.
- 3.2 Non-registered Training Providers and other organizations who wish to use the PSMB logo shall write in to PSMB for prior written consent. PSMB reserves the right to grant consent to any such application at its sole and absolute discretion, and subject to such terms and conditions as PSMB deems fit, including the duration of usage.
- 3.3 The PSMB logo shall **ONLY** be used for the following promotion purposes:
- For promoting that the Training Provider is registered with PSMB;
  - For promotion of Training Programs offered under any of PSMB's schemes; and
  - For promotion of any events which are claimable by registered Employers from their levy. This includes Conferences, Seminars and any other such events.
- 3.4 The PSMB logo shall **ONLY** be used for promotion via the following media:
- Printed media (except posters or advertisements which are pasted to any vehicle or public transport);
  - Radio, television, video or digital media inclusive of multimedia; and
  - Internet and website.



- 3.5 Training Providers need to ensure that the correct format of the logo is used according to the Logo Guidelines. Please refer to the attached guidelines.
- 3.6 In order to avoid making misleading statements to the Employers, Training Providers are **ONLY** allowed to use the following phrases, either individually or collectively, when marketing their Training Programs:
- i) **HRDF Registered Training Provider** - used to show that the Training Provider is registered and active with PSMB.
  - ii) **HRDF Claimable** - used for marketing of Training programmes, Conferences, Seminars and any other such events which are claimable from the HRDF levy.
- For purposes of this paragraph, "HRDF" is the commonly used acronym which refers to PSMB.
- 3.7 Phrases such as **100% HRDF CLAIMABLE** and **FULLY HRDF CLAIMABLE** and/or any other similar phrase with the word "HRDF/PSMB" **CANNOT** be used to market Training Programmes, Conferences, Seminars and any other such events without the prior written approval of PSMB.
- 3.8 Training Providers who wish to use the PSMB logo for purposes other than as stipulated in this circular shall write in to PSMB for prior written consent. However, such requests need to be for a limited period of time only.
- 3.9 PSMB reserves the right to take administrative action against any Training Provider that fails to adhere to these Terms and Conditions when using the PSMB logo and stipulated marketing phrases.

#### **4. CLOSING**

- 4.1 This circular will be effective from 1<sup>st</sup> February 2018.
- 4.2 For clarification and assistance, please get in touch with our Contact Centre team at 1-800-88-4800 or email: [support@hrdf.com.my](mailto:support@hrdf.com.my).

Thank you,

**"PEOPLE, PROWESS, PROGRESS"**  
**"PEKERJA KREATIF, PENCETUS INOVASI"**

Yours sincerely,



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**(DATO' CM VIGNABESVARAN A/L JEYANDRAN)**  
**CHIEF EXECUTIVE**  
**PEMBANGUNAN SUMBER MANUSIA BERHAD**



**PEMBANGUNAN SUMBER MANUSIA BERHAD (PSMB)  
HUMAN RESOURCES DEVELOPMENT FUND (HRDF)**

# **HRDF LOGO GUIDELINES**

# HUMAN RESOURCES DEVELOPMENT FUND (HRDF)

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## **HRDF at the forefront of up-skilling and re-skilling the nation**

The Human Resources Development Fund (HRDF) is a dynamic organisation under the Human Resources Ministry that was established in 1993.

Governed by the Pembangunan Sumber Manusia Berhad Act 2001 (PSMB Act 2001), HRDF was given a mandate by the Malaysian Government to catalyse the development of competent local workforce that will contribute to Malaysia's vision of becoming a high-income economy.

Since its inception, HRDF has evolved in its role from managing a sizeable fund to becoming a one-stop-centre for providing novel HRD solutions to the critical mass of Malaysian small medium enterprises.

The custodian and authoritative institution is well positioned to offer robust and prudent solutions that will help Malaysia move up in rank on the Global Competitiveness Index by enhancing regional and global competitiveness and create an effective and efficient Malaysian labour market that will help propel the country towards a high income nation by Year 2020.

In line with the Eleventh Malaysia Plan , the Government has initiated several programmes under the Eleventh Malaysia Plan that focus on accelerating human capital development through four major areas which are:

- Improving the efficiency of labour market to accelerate economic growth;
- Transforming technical and vocational education to meet industry demand;
- Strengthening lifelong learning for skills enhancement; and
- Improving the quality of education system for better student outcomes and institutional excellence.

For the "Strengthening of Lifelong Learning for Skills Enhancement" programme, HRDF's dynamic new mandate is to ensure the creation and growth of quality local human capital through efficient high-skilled training certification programmes and initiatives that would contribute to a 35 per cent skilled Malaysian workforce and the creation of 1.5 million jobs by Year 2020.

Additionally, HRDF continues to be steadfast in its effort towards encouraging employers covered under the PSMB Act 2001 to retrain and upgrade the skills of their local employees, apprentices and trainees in keeping up with the fast evolving global business landscape while meeting their individual company's aspirations.

For more information kindly visit our website at [www.hrdf.com.my](http://www.hrdf.com.my)

## CORPORATE LOGO

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Our name and logo are what we use to make ourselves known in the market place as well as to establish or reinforce our role as a purpose-driven organisation. HRDF Malaysia logo must always be displayed consistently and clearly within sufficient space.

The underlying intent behind the objectives of HRDF Malaysia is to help multiple stakeholders including the rakyat, employers, employees, training community, policy makers, regulators and the Government appreciate the need to up-skill and re-skill national resources / workforce for greater efficiency and productivity. The ultimate objective is to enhance capacity and competencies of our talent, towards achieving a high-income, developed economy status.



No parties can make any kind of amendments or any kind of changes to the typeface, color, size, and basic dimensions of the brand identities / logos.

# LOGO COLORS

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Two corporate colors have been defined in various color system. When using red or black, these color codes must applied.

#eb2d2e Color Hex



#343896 Color Hex



#101010 Color Hex



## LOGO - ELEMENTS

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- ① Circle in Red (HEX#eb2d2e) fill followed by a stroke of the color
- ② Mirrored angular elements in Blue (HEX#343896)
- ③ HRDF in Black (HEX#101010)
- ④ Malaysia in Black (HEX#101010) centred between two hyphens
- ⑤ Background is empty between the Red circles . The color should adopt the color of the background.

Use the logo against a white background always.

If the printing and full color is not an option, use black or reverse out in white depending on the background.

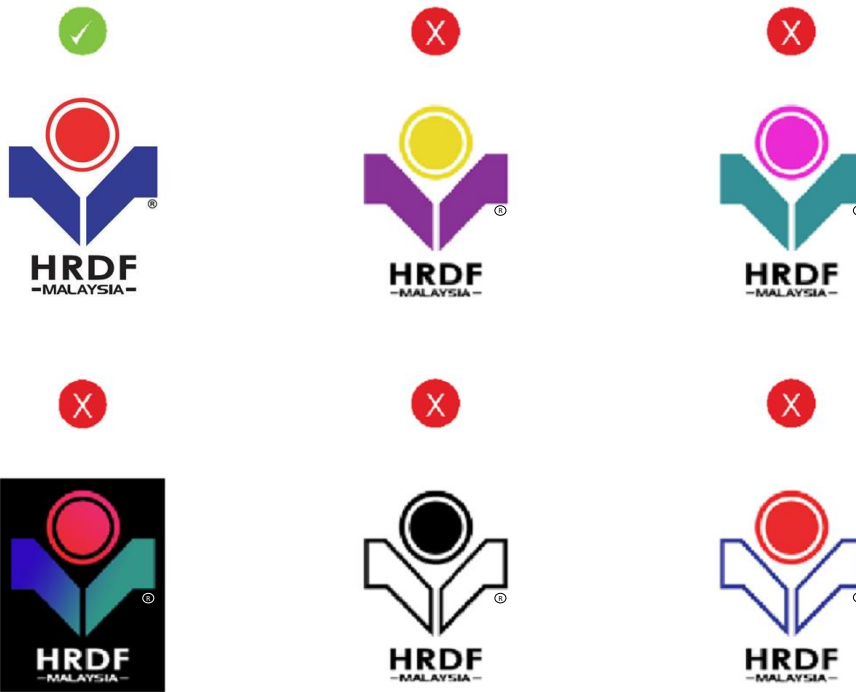


# LOGO - ELEMENTS

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The logo can only be reproduced in the aforementioned corporate colors or in black and white and not in dual color scheme, gradient, etc.

No visual alterations such as shadow, emboss, etc. should be applied to the logo.



Use the logo in its true colors; its more authentic and effective; do not approximate the colors.





# LOGO - ELEMENTS

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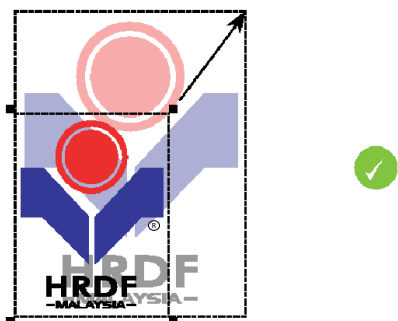
The logo should not be stretched unproportionately or represented in a distorted manner. The proportions of these 2 elements and their relationship with one another must not be altered. The logo should not be condensed or stretched.



## LOGO - ELEMENTS

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When enlarging or reducing the logo to suit the prescribed logo size, it should always be done diagonally as indicated in the image below.



The easiest way to check if this done properly is by way of visual comparison with the different sized logos indicated below.



# LOGO – CONDITIONS OF USE BY TRAINING PROVIDER

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Only Training Providers who have a valid registration with HRDF are allowed to use the HRDF logo.

Non-registered Training Providers and other organizations who wish to use the HRDF logo shall write in to HRDF for prior written consent. HRDF reserves the right to grant consent to any such application at its sole and absolute discretion, and subject to such terms and conditions as HRDF deems fit, including the duration of usage.

- 1) **HRDF Claimable** - used for marketing of Training programmes, Conferences, Seminars and any other such events which are claimable from the HRDF levy.



**CLAIMABLE**

- 2) **HRDF Registered Training Providers** – used to show that the Training Provider is registered and active with HRDF



**REGISTERED  
TRAINING PROVIDER**

Download the Training Provider's circular on the "Usage of Logo and Marketing Phrases" from [www.hrdcom.my](http://www.hrdcom.my) for the details on the Terms & Conditions.



**PEMBANGUNAN SUMBER MANUSIA BERHAD (PSMB)  
HUMAN RESOURCES DEVELOPMENT FUND (HRDF)**

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